

The Sea Coast Echo

The County Paper.

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FORTY-FIRST YEAR, No. 35

'MARCHIE SCHWARTZ' AT HOLLYWOOD MAKING ALL AMERICAN MOVIE FILM

Tells How Movie Folk Work—Feature Picture With Richard Arlen—Tells of Hospitality of Hollywood And Dancing With the Stars.

By MARCHMONT SCHWARTZ
Notre Dame and All American Football Player of Bay St. Louis, Miss.

Hollywood may be a fairyland, a magical world to a lot of people but to the 1931 All American football players who came out here a few weeks to work at Universal City, with Richard Arlen in "All American," the movies are a very strict, hard working and physical proposition. I used to think movie actors lolled in luxury and their principal worry was getting a sun burn while sleeping on Malibu Beach. But I've learned a lot about the movies in a few weeks.

Hollywood is a great place, weather, people, gaiety and all that but how these movie people do work. It looks like a lot of play but it's really a man's game. Up at six every morning, out to the studio in a bus, half an hour after you dress you undress again and get into football togs which are not very comfortable in the hot summer sun, then into the bus again and away 35 miles to Loyola football field and then football—all day long. Not football on a frozen field, with a cool wind always at your back but hard football with cold weather sweaters on a hot, dry California field with no breeze and no shade.

Our university schedule last year was not exactly child's play, if you're interested, but when you have to buck up against the greatest all-star aggregation in football for eight hours at a stretch and every day for three weeks, boy, you're in training and you know it. But those fellows are a great bunch. No temperaments, no jealousy, just a bunch of buddies who know their football and discipline and find the best way to get this movie business done with is to follow instructions. Richard Arlen, Andy Devine, John Darrow and Gloria Stuart are in the picture with us and they do a lot of work we don't have to do so we're not complaining. But, if I were to choose between the movies and football, I'd take football—for a rest.

Our team is made up of All Americans of 1931, the first time an All American team was ever brought together for a game. Our opposition includes such two and three time All Americans as Red Cagle of the Army, Frank Carideo of Notre Dame, Ernie Nevers of Stanford—three sweet players—Albie Booth of Yale, a snappy little back who can kick like a mule and pack a ball through the smallest space imaginable. Others in the lineup are Moon Mullins, Al Howard, Jim Purvis (a neat performer), Jesse Hibbs, Irvine Phillips, Frank Wickhorst, Emy Pinkert, Fred Linehan, Reb Russell, Russ Saunders, Lee Hanley and the movie players.

Arlen played at St. Thomas and he can handle himself okay. Also, Devine, formerly at Santa Clara. We also have the All American Board of Football, Casey of Harvard, Warner of Stanford, Alexander of Georgia Tech, Harper of Notre Dame and Christy Walsh. I've often thought what a great bunch this would be if they ever got together and played a regular collegiate football schedule. This is 'once in a lifetime' for us.

There has been a sincere warmth in the hospitality of these movie people. The studio has given us a half dozen parties at the Breakfast Club, the Roosevelt, at the Laemmle home on two occasions at the movies, at the opening of "Back Street" at Carthy—Hollywood's biggest world premiere party, at the Olympic games. Christy Walsh had us out for dinner and a swimming party and Tom Mix had a big spread at his home—300 men and women there. Even put on an act with his horses. The All American banquet at the California Club was broadcast over the radio, we all received certificates, blankets and sweaters with the All American shield.

In a way we're like all other tourists in Hollywood. We've fallen for the stunt of getting autographs from the stars on footballs, in albums and on photos. I guess all Americans are souvenir hunters; it's in their blood.

We've danced with the stars—Sidney Fox, Tala Birell, Gloria Stuart, Jane Clyde, Marion Nixon, Sally Eilers, Dorothy Lee, Laura LaPlante, Anita Page, Irene Dunne, and visited with Tom Mix, Cat Laemmle, Lew Ayres, John Boles, Karloff, the monster (who is a very quiet, modest sort of fellow, Young Tom Brown, who looks like a corner, and even given Tony a slap on the back.

Camden and Mullins, who appeared in "The Spirit of Notre Dame," had me frightened about having to

CONNER TO VISIT SUNDAY

Will Journey Over To Bay St. Louis to Attend Song Fest at Gulfside at 3 O'Clock

Governor Sennett Conner of Mississippi, Bishop Theodore Bratton of the Episcopal Diocese of Mississippi, Dr. W. W. Alexander, of the Inter-racial Commission and President of Dillard University, and Dr. J. A. Smith, pastor of Capitol Methodist Episcopal Church, South, Jackson, Mississippi will honor the Gulfside Assembly with their presence on the occasion of the second Annual Song Fest, Sunday afternoon, August 28, three o'clock, at which time it is expected fifteen hundred or two thousand white people from the several Gulf Coast towns including New Orleans will be present to witness the program of "real spirituals." Those who were present on this occasion last year will remember the tremendous impression made by the chorus of 500 Negro voices and how the singing was received by the wonderful audience of 4000 people.

Bishop Jones is elated over the thought of having these distinguished visitors who will greatly add to the uniqueness of the occasion. He says that the sympathetic attitude on part of the white people towards the Gulfside enterprise is very significant as to the future of the project and that it is very gratifying that this institution is able in a small degree to contribute something to the enjoyment of life by those white friends who have shown such fine spirit towards it. The singing is to take place at Gulfside, Beach Boulevard, Waveland, Mississippi.

BARRYMORE FILM COMING TO BAY ST. LOUIS FOR WEEK-END

ADMIRERS of Lionel Barrymore, and they are legion, will have an opportunity Sunday and Monday, at the A. & G. Theater, Bay St. Louis, of viewing what is possibly the best strongest picture. Barrymore is always at his best, but in this particular celluloid play he is given a vehicle that carries his art and ability to lofty pinnacles.

His defiance of the political machine, his fiery speech before the Senate and his disillusionment of the woman he gave and lost all for are dramatic elements that cannot be forgotten.

Karen Morley, who plays opposite is equal to the part and an admirable cast is in support. "The Washington Masquerade" is a man's picture as well as one for women. There are climaxes and tense scenes for both and those who have already seen the picture unhesitatingly recommend it.

We do so here and in no way apprehensive as to comeback or reproach after the film has been shown. Make it a point to see this unforgettable picture.

CORRECTION OF AN OMISSION.

In publishing the list of teachers for Central School for the forthcoming session the name of Miss Lydia Boyd, Blount was inadvertently omitted. Miss Blount will teach the third grade, and is one of the experienced and well-known teachers of the school.

The first day but Director Russell Mack settled that so that we didn't have to doll up like chorus men. When one of our bunch flinches we poke him on the arm and if he still persists we give him a few horse-nips (a pinch with the second knuckles) but all in all it's been a grand time and the only thing that makes me mad is that I don't have to go to school this fall and play football when I'm in such damned good condition.

If anyone had told me, a year ago, I would be in the movies some day, I'd laughed right in his face, but

MAUFFRAY ANNOUNCES FOR MAYOR

Well-Known Business Man Is For Strict Economy—Favors Paying Water Bills Quarterly

Joseph O. Mauffray, Bay St. Louis business man, is formally announced in this issue of The Sea Coast Echo as a candidate for the office of mayor of Bay St. Louis and is making his campaign along the lines of such as a successful business man, would make.

He urges that the strictest economy be practiced in all branches of the city government in order that the tax-payers be burdened as least as possible, yet not at the expense of a successful administration, realizing, as he does that we must have necessary improvements and that the city must go forward all the time. Standing still is going backward and rest means rest consequently the city, like the individual, must be ever going forward.

A drastic tax reduction, as time would permit, states Mr. Mauffray, would soon make for property values. Home owners make a city. Without the home builder and home-maker we need not look for any marked improvement, he says. People are not building and has gotten to a point where it is cheaper to rent than to own. This should not be for it is contrary to the laws of our established standards and being of things.

Mr. Mauffray needs no introduction at our hands; it is hardly necessary. He is well known as a citizen who has always shouldered his portion of community responsibility, and always identified with every move and organized effort to better the city and its public.

It is well known that by his careful and intelligent management he has made a success of his own business. He was at one time president of the Merchants Bank & Trust Company, always a member of the Chamber of Commerce and a hard worker, past president Rotary Club and still an active member and has served in high office both in fraternal and church affiliations. He served in various capacities at different times and always to that degree of marked success. His activities for the community have never been superficial; never for outward effect, on the contrary, he has been a hard and ardent worker. In fact, his past record speaks for itself. His public spirit has been of the kind that is unselfish and his upmost thought has been service for others.

In an interview with The Echo, Mr. Mauffray made the following statement:

"I am an independent voter's candidate for mayor and solicit your support and in return pledge to you a drastic reduction in taxes by reason of strict economy in the management of the city affairs, same as I have always practiced in the conduct of my personal business.

"Secondly, I was the first to advocate a three-month water rental instead of a yearly period as now prevails.

"Thirdly, I strongly favor a more general distribution of the work. That instead of one set of men holding a job for four years, others be given a chance from time to time.

"Fourthly, if elected I shall personally attend to all the duties devolving upon the mayor—providence permitting. I favor the provision of ample playground for our school children where there may be a lack of same.

"Should the majority of tax-payers agree, I deem it a long step forward in providing Bay St. Louis with a municipally owned pier and other requirements for the convenience and comfort of the thousands of our visitors and our own.

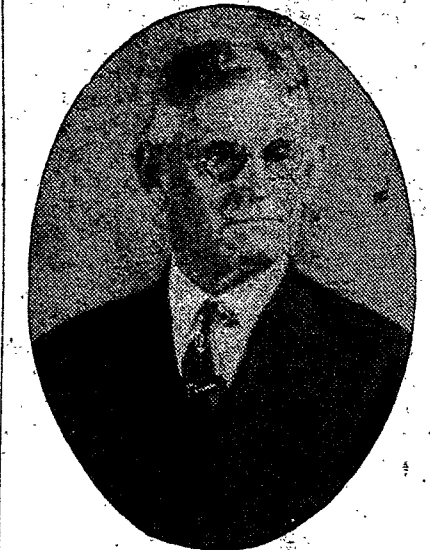
"In conclusion, if elected my every effort shall be to give the tax-payers of Bay St. Louis as near an administration as is humanly possible, and, too, free of any and all political flirtation for future favors."

Mr. Mauffray's candidacy is commended to the serious consideration of the voters whom he is willing to serve.

Additional Enrollment For Bay St. Louis High School This Session

There will be at least seventy additional enrollment Bay St. Louis High School this session which opens early next month. There will be thirty from Logtown, thirty from Lake Shore and 10 from Waveland. This is the first year Logtown pupils will attend Bay High. The general local enrollment for Bay High and Bay Central promises to exceed all registration records.

LOCAL MERCHANT IS CANDIDATE FOR CITY CHIEF EXECUTIVE



JOSEPH O. MAUFFRAY

TRAINING CLASS FOR PARENT-TEACHERS' ASSOCIATION TUESDAY

Presidents and Other Heads Asked to Attend—To Be Held at County Courthouse.

There will be a training class for leadership in Parent-Teacher work August 30. All presidents of local held at the Courthouse, next Tuesday associations and chairmen of standing committees are urged to be present and any other interested members will be welcome.

The course will be conducted by Mrs. Milton Phillips, County President and Mrs. C. C. McDonald, State Treasurer who took this course at Starkville at the Summer Conference and the discussions will follow the line of National Correspondence Course "A" on Parent-Teacher work. Those interested will meet at 9 o'clock, Tuesday at the office of County Supt. of Education, McQueen and bring tablet and pencil.

HOTEL MEMBERS IN CONVENTION FAVOR ONLY THE 'WETS.'

Mississippi Hotel Association Elects Geo. Strum Of Hattiesburg President

The Mississippi Hotel Association in convention at Gulfport last week-end elected new officers and adopted a resolution pledging its members to support only those State Congressional candidates who favor repeal of the 18th amendment. Candidates who drink it home or in secret and go to Washington, and vote dry are to be tabooed.

George Strum of Hattiesburg was elected president. Other officers named were W. T. Reese, Jackson, vice-president, and T. R. Shumate, Meridian, secretary-treasurer. Directors elected were: Leon F. Fletcher, Greenville; B. C. Young, Vicksburg; I. C. Enoch, Jackson and C. C. Eyrich, Natchez.

The convention closed with a dance Friday night at White House pavilion at Biloxi. A fishing trip out in the Sound and an afternoon trip to Ship Island were events of entertainment marking the last day's entertainment.

Labor Day Dance at W. O. W. Hall For The Maccabee Association

There will be a "Candidates' Dance" at Woodmen Hall, Bay St. Louis, by the local order of Maccabees, on the night of Labor Day, September 5, to which all city candidates are especially invited in order to meet the voters and others of their friends who will attend. Music by Saucier's Jazz Band. Admission 55 cents. Ladies 25 cents. The Maccabees are noted for the success of their affairs and the Labor Day Candidates' Dance promises to be one of equal interest and pleasure.

A CORRECTION

By using too many numerals in an article last week, The Echo printed that Former Mayor Blaize saved \$25,000 the city annually on bridge maintenance by removing wooden structure and replacing with concrete pipe, when the figures should read \$2500.

Mayor Blaize has no intention of misrepresenting facts or distorting figures and even though the reading public is satisfied it was an error yet he wished any false impression that might result to be corrected. He is running purely on his past record and wishes to stand squarely and fairly.

FOOTBALL STAR IS SPEAKER

Before Bay St. Louis Business Men's Club—Tells of Hollywood and Pictures

Marchmont Schwartz, famous Notre Dame football star, reached home last week-end from Hollywood, California, where he spent six weeks as a member of the cast filming "All American," with Richard Arlen leading star, at Universal City studios, and was on Wednesday of this week honor guest of Bay St. Louis Rotary Club and the principal speaker as well. He was given quite a welcome and was received back home as "Our Marchie" acknowledging the plaudits of his townsmen with his usual and wellknown modesty.

Marchmont told of his stay in Hollywood and how he enjoyed his second trip to California.

"Carl Lemle, producer, who is noted for the success of his lavish entertainments, had given a party for members of our cast. It was one of those big affairs that he is noted for at his home and people of prominence, in and out of the profession were invited.

"It was always one of my ambitions to meet Wallace Beery. A friend had Mr. Beery to call on one evening and this happened to be the same date of the Lemle party and I had to decide between the two. I chose spending the greater part of the evening with Beery. He is a wonderful man. He started from the bottom of the ladder and rose by real merit and hard work. His salary today, like the average movie star, is approximately \$3500 per week. We finally reached the Lemle party, after midnight, when it was at its best and I am satisfied I enjoyed it most while at his best. I am also an admirer of Marie Dressler.

"The picture that I participated in took six weeks to produce and its cost is \$200,000, it was authoritatively stated. Richard Arlen is a remarkable character. He has a great many lines all through. He would simply glance at the script and readily quote from memory. He is of keen intelligence and a fine fellow.

"In the football game I doubled for him considerably and he would play those parts of the games where there was a straight run. The story of the picture has a moral. It tells of a football hero who made the front pages of the nation's newspapers, headlines and all, who had been the toast of the athletic world and feted and lionized on every side. One who eventually, even though his glory was fading, capitalized on his past success and finally sold out in a game.

"Then his younger brother followed in his footsteps of glory and it was in a game where both brothers played that the denouement takes place and the great moral of the picture is revealed. Of course, a love and human interest story runs all through the plot.

"There were many football substitutes. Double the amount actually necessary. This is the way of the movie folk. Nothing lacking, plenty of everything, nothing short. These extra players sat by all day and spent most of their time playing cards however, they were paid \$20.00 per day. This is now the scale price.

During his discourse Mr. Schwartz told of the many tricks in photography and of how many things at which we marvel in the movies are made. A train running across a bridge and precipitated to the ground far below and catching fire is after all nothing but a miniature train. The photographing lense magnifies to the full size desired. He spoke of California, its climate, etc., but nothing he said, to compare with the Mississippi Gulf Coast.

W. A. McDonald returned from a trip to Mexico City this week, will be the guest of honor and speaker before the Rotary Club next week, having kindly consented to tell of the interesting trip, where he went and what he saw.

Waveland School To Open Friday Sept. 2 With Exercises

Waveland town school will formally open the 1932-33 session on the morning of Friday, September 2 at 9 o'clock, with appropriate exercises to which the public is cordially invited through the medium of The Sea Coast Echo and members of the faculty in general.

Prof. G. W. Hillis is principal. Other members of the faculty for the new year include Mrs. George Schilling, Miss Bessie Todd, Miss Dorothy Wells.

MASONIC TEMPLE DRIVE REPORTS PROGRESS AND DEBT TO BE LIQUIDATED

Women's and Men's Divisions Active In Field For Subscriptions and Over Seven Thousand Dollars Already Subscribed—Daily Reports.

ORLEANS ORPHANS TO VISIT

Special Trains From New Orleans to Carry Six Hundred—Train to Reach Here 9:30

Bay St. Louis will be visited again this year by some six hundred or more orphans from the city of New Orleans, accompanied by the sisters of various institution from which they will come, and accompanied by friends.

This outing for Sunday is sponsored by New Orleans Council No. 714, Knights of Columbus and will take place this coming Sunday, August 28. Ed. Haggerty is chairman and Wm. S. Daly vice chairman.

Grand Knight C. A. Ahern writes The Echo:

Our special train should reach Bay St. Louis not later than 9:30 A. M. on that day, and we have planned to have a parade from the train over to the College grounds. We will bring our Council band along to furnish music for the occasion, and we would be very happy to have you give your usual publicity about the outing. You will recall the affair last year, our first, and we were so successful and really enjoyed ourselves so much entertaining the children with the help of the good citizens of Bay St. Louis, that we cannot refrain from repeating it.

S. J. A. SESSION TO BEGIN WEDNESDAY, SEPTEMBER SEVENTH

September 3, 5 and 6 Set For Registration—Changes Announced in Faculty

St. Joseph's Academy will begin its seventy-eighth session Wednesday, September 7 at 8:30 A. M. The students who will board at S. J. A. are to enter on Tuesday so as to be ready for the opening of classes Wednesday morning.

The pupils are requested to present themselves for enrollment on one of the days set apart for registration namely, Saturday, Monday or Tuesday, September 3, 5 or 6. The children will be properly graded as they register and will be given their list of books which they are asked to procure as soon as possible so that there may be no delay in the beginning of classes Wednesday morning.

Several changes have been made in the faculty: Sr. Louise Theresa, who is well known in Bay St. Louis for the many years which she spent at S. J. A., in the capacity of High School teacher, has been changed to New Orleans and will be replaced by Sr. Albertine of that city.

Sr. Marie Adele who left here three years ago for Baton Rouge has returned and will replace Sr. Ann Constance.

Sr. Mary Josephine will replace Sr. Francis Xavier who will be in New Orleans during the coming session. Mother Claire, superioress, who has presided over the destinies of St. Joseph in Bay St. Louis the past year, will continue as local executive head, which will prove of good news to local patrons and other friends as well as to the public in general.

Mayor Charles Traub Attending Convention At Milwaukee, Wisconsin

Mayor Charles Traub Sr., accompanied by Mrs. Traub left the latter part of last week for Chicago from which point he journeyed to Milwaukee where he attended this week the annual convention of United Spanish-American War Veterans and plans to return home as soon as the convention deliberations will have been ended.

Mayor Traub is one of the active lights in the local camp and from press reports we note where he took an active part in the convention deliberations. He was appointed on several important committees.

With a little more than \$7000 subscribed toward their goal of \$36,300 the Masons of Bay St. Louis are making a special effort to liquidate the indebtedness on the Masonic Temple within the next few days.

The above total is the result of reports Monday and Tuesday evening. A special conference was held at the Temple Wednesday night for reassignment of prospects and another report is to be held tonight.

Women's Division A, Mrs. E. J. Leonard, chairman, held the honors on the first night's report with a total of \$1300. Members of this division are: Mrs. C. J. Mitchell, Mrs. C. C. McDonald, Mrs. E. S. Drake, Mrs. C. M. Shipp, and Miss Hilda Sick. This division's total was increased to \$1826 on the second report.

Men's Division 1, J. A. Coward, chairman, took the lead in the second report with a total of \$1900. Dr. J. A. Evans is assisting in the work of this division.

Other totals to date are: Division 2, George L. Cuevas, chairman, \$900; Division B, Miss Miriam Engman, chairman, \$900; Division 3, H. W. Driver chairman, \$300; Division 4, D. J. Everett, chairman, \$300.

A special committee headed by E. S. Drake general chairman of the campaign, has reported a total of \$930 to date.

Women's Division B includes Miss Engman as chairman, Mrs. Fred Wright, Mr. Leo W. Seal, Mrs. J. C. Buckley, Mrs. W. S. Speer and Miss Ruth Schreck.

Best results in total number of subscriptions have been reported by Miss Schreck in the women's divisions and by Dr. J. A. Evans and E. S. Drake in the men's divisions.

The effort to liquidate the temple debts was made necessary by decreased revenues from the building.

The method used is unique in Bay Saint Louis although used successfully by about 150 organizations throughout the country. Members of the Fraternity and their friends are asked to invest in insurance under an arrangement which makes the money paid for these certificates available for the reduction of the debt, the lodge in return paying premiums on life insurance on the lives of subscribers in an amount one and one-half times the amount subscribed.

The average to the subscriber is that he may combine a sound savings program on his own account with an opportunity to help dispose of a pressing problem for the Masonic Fraternity.

The advantage to the Fraternity is in that the substitution of an insurance premium obligation for that of interest and principal reduction will result in a total savings of about fifty percent in the cost of amortizing the debt.

Such a saving is necessary because on the present basis of income the debt cannot be reduced at a sufficient rate to meet outstanding obligations as they fall due.

Workers are meeting in the dining room of the temple each night to make their reports which are scored on a huge board and the progress of the undertaking is indicated by painting out units representing the debt, as subscriptions are reported.

A headquarters office has been established on the second floor of the Masonic building.

ite Club Dance Next Wednesday For St. Joseph P.-T. A.

An interesting announcement is given to the amusement-loving public to the effect that a benefit Wednesday night dance and floor show will be given next week, at "Uncle Charlie's Nite Club" proceeds of which will go to St. Joseph's Parent-Teachers' Association.

In addition to the dance there will be a special floor show at 11 o'clock P. M. Admission for this event and benefit has been fixed at only \$1.00 per couple.

ANNOUNCEMENT

The Bay St. Louis Dist. of National Council of Catholic Women will have their regular monthly meeting on Monday, August 29th, 1932 at Waveland. All affiliated organizations are urged to attend.

Line Was Busy
Tom—"Was it a big wedding?"
Tim—"Yes, I got in line twice to kiss the bride and nobody noticed it."
—Pennsylvania Punch Bowl.

THE SEA COAST ECHO

CONSTRUCTIVE FORCE IN THE COMMUNITY

ECHO BLDG.

Forty-First Year of Publication.

Chas. G. Moreau, Editor and Publisher.

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Official Journal City of Bay St. Louis.Member National Editorial Association.
Member State Press Association.Subscription Terms, \$2.00 Per Annum
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GOING UP TEN MILES.

MUCH interest is taken in the ten-mile ascent of Prof. Auguste Piccard, who went aloft in an aluminum ball attached to a balloon. It was the second time that the Belgian scientist floated higher than man had ever gone before him.

The man in the street, entranced by his aerial journey, may ask the reason for it. Surely no scientist goes to such heights just to take a ride. The answer is that the quest for knowledge about the upper air stratosphere, interests men who seek accurate knowledge. More particularly, the Belgian hoped to make observations of the cosmic rays in order to determine whether the world is "dying" or immortal.

What of it? Well, we don't know. Anyhow, the same question could have been asked, unanswered, about the experiments of all scientific explorers of the past. From such established facts however, great developments some times grow.

Incidentally, parents of Hancock county might encourage their children to seek the truth as a passionate obsession in life. Tell them to worship it and revere it. Nothing is wasted that leads man to truthful reality. It is the great goal of living, and those who contribute to discovery are the real servants of the race.

THE GERMAN FUTURE.

THE world may well regard developments in Germany with interest and concern. The Fascists, under Adolf Hitler, constitute the largest political group in the Reichstag, but do not control a clear majority.

The fiery leaders of German Fascism have been promising their followers many achievements if they came into power. They are unwilling to form an alliance with any other political group but insist upon having complete control of the nation's destiny. This demand has been refused by President Hindenburg.

The next step on the part of the Fascists is only open to conjecture. Hitler has promised, according to newspaper reports that he would not attempt to seize power by force. In the meantime the Von Papen government will continue in office, although for how long subsequent developments alone will show.

The world outside of Germany is vitally interested in the character of German government. With a strong nationalist leadership it might again become influential and even dangerous in European affairs. To offset this the nations should deal fairly with the German people. They are entitled to some of the relief they ask.

AS TO PAYMENT OF WATER RENTS.

A CANDIDATE for local political preference announces whereby if he is successful in his quest he now favors and will advocate the payment of water rent to the city by consumers in quarterly installment. The Echo and the public in general will endorse this in toto.

The installment plan system of paying city, county and State taxes the present year has not only proven a boon to those whose purse or income might be lean but logical as a matter of convenience. It is argued that it is easier by far to meet the stipend in broken proportions rather than in one lump sum.

The installment plan for payment of city waterworks has lots to commend it inasmuch many occupy their dwellings in seasons of three or six months while others rent their property by the season.

However, it is well worth trying and the hope is expressed that even though should the same administrative executives be re-elected we hope they will make the change. It will prove desirable. It is done elsewhere.

Should Mayor Kennedy of Biloxi put over his idea of municipally-owned power plant his generation shall rise and call him blessed.

Prohibition, repeal and lower taxation are the two paramount issues. Others fall into insignificance.

The sales tax is just another way of pulling a tooth, only the extraction is not quite so painful.

Summer is almost over and it won't be long before people will be wondering why time flies so quickly.

Holidays are demoralizing. After a day or two of rest we need about three to get back into the routine of work.

Whether we like it or not we always let a subscriber have his way when he insists upon paying his subscription.

Loose gravel has a peculiar way of its own to all who drive too fast. Careful driving is the quickest and best in the long run. The former is always certain of getting there.

And it might be another encouraging sign to note the railways are still operating. Free baggage, hard surfaced highways and short cuts and low fares are not helping any.

GULF COAST ARCHITECTURE.

A MAGAZINE published away has written for an article describing architecture of this section, desiring something of the yesterday period; of the type possibly more predominant over in Louisiana and suburban Natchez. There is considerable of this, yet possibly no outstanding example save for dwellings of the plantation type. One kind of this construction is located on the far east end of Biloxi beach, said to be over 120 years old and then again there are two such type on the far west end of the Coast, in Bay St. Louis the original Coward home at Cedar Point and the Jackson house beyond Waveland beach. Intermediate points carry other specimen of yesteryear, either colonial or more pronounced of the French origin.

THE architecture of recent year is prominent in many places and makes for a more charming and colorful picture breathing an atmosphere of romance if not historical.

Spain has originated the type which we copy so extensively in this country, pronouncedly at Santa Barbara and other California points and at Coral Gables and elsewhere in Florida, making for these places much that is pleasing and inviting.

IT IS for this kind the Mississippi Gulf Coast folk have a predilection, and the emerald line of the coast formed by that background of oak trees is now numerously dotted with the dwelling of the stucco interior, tile roof coverings; with the wrought iron balustrade and ornamental effects. Building operations temporarily ceased for the present, with the return of normal conditions we may soon look for a revival of this Spanish type of architecture. It is best suited for this all-the-year-round climate, substantial, inexpensive and gives value. Such style of architecture will go a far way to further beautify the residential section of the entire gulf coast and the many who have been attracted to California and Florida will find a further charm to lure.

Gulf Hills group of hotel cottages serves as an outstanding example of the type that is to be the standard for the Coast dwelling in the immediate future.

It seems after all we are going to get the "short cut" quicker than we had anticipated, all inside information, authoritative assurances and press reports point that way. Just another short cut to the way of getting things.

OTHER POST CARDS TELL NO BETTER STORY.

THIS is the season when most everybody has some friend or friends away, traveling thru sections of the United States and sending highly-colored souvenir postcard, with the customary inscription of having a fine time and wishing you were here.

Many of these cards come to the writer. Particularly from California beaches. These carry all the ingenuity of the commercial artist. Intriguing in arrangement and color.

We have thousands of such scenes here along the Mississippi Gulf Coast, beach and forest pictures, garden and residence scenes that equal in beauty. Our beaches, with the white sand and breezes, tides that flow and ebb are the same as elsewhere; our trees and general verdure are of the same color, and if different, we have more variety. Nothing compares with our oaks in contrast with the pepper tree and eucalyptus which seem to be the only two variety that grow in Southern California.

But, as has been said, the grass always seems greener on the other side.

While one loves to travel, seek new scenes and new people, one must not forget we have just as fine and as much on the Mississippi Gulf Coast as elsewhere—if not better. It is well to bring one's self to that sense of realization from which is born appreciation.

Tuesday's election was quiet but not void of interest. The people of today do not tear their shirts over politics and much less over candidates. Seems kind of sane way, after all!

MANY PEOPLE ON GULF COAST.

NO survey is necessary to tell of the countless visitors on the Mississippi Gulf Coast just now. The thousands sojourning in this section come from every section.

At one time New Orleans poured out its annual quota. Few came from elsewhere. Today one notes many States are represented and if one will observe from auto tags it is recognized how well the country has contributed the many who have come to the coast to play.

They come to enjoy the open gulf space; nature's own sanatorium, where the tang of the sea-laden breezes mingles with the breath of the pines. It is a rare combination. Healing to the sick, invigorating to the well.

They come to dip into the waters of the gulf; to bathe in nature's own bath tub filled with water from the briny deep. Sea water at one's very door, accessible without effort or hazard and costing nothing. How well are we provided for by nature! How lavish are these gifts!

The fame and popularity of the Mississippi Gulf Coast spreads each succeeding season. The motorists flock here in larger numbers all during the twelve-month period. And they come from all parts of the country.

With the completion of hardsurfacing of the Spanish Trail their number have increased overnight. With the completion of the short-cut route—well, that is left to the imagination.

Governor Sennett Conner is on the Gulf Coast vacationing and the distinguished visitor is receiving a warm welcome. He has many friends on the Coast and feels at home. The Governor sets an example to many who go away from their own State for recreation and rest from duty in view of the fact the people up State have the finest resort right here at home.

The week may inherit the earth but that is the only way they will rest it.

LOCAL SIDELIGHTS.

THE suggestion made originally by Mayor Kennedy of Biloxi that the city own its own power plant, just as it does its waterworks system to advantage, has met with a general hearty response.

Times change and people do so with conditions. It is necessary. A time back public utility ownership was looked upon with disfavor. The argument advanced was that politics played too important a role and that relatives and payrolls cause many ills. However, this is all changed. People, due to changed conditions, take a different attitude.

If Mayor Kennedy does not succeed just now in his attempt to change from private to public ownership he will have sown the seed and sooner or later the suggestion will bear fruit. If Biloxi is not the first to adopt such a measure some other Coast town will.

BIG WEEK-END FOR CLERMONT HARBOR.

Clermont Harbor folks are coming to the front with a great bathing beauty contest for Labor Day week-end and many entrants will make the project a success of more than the ordinary sense. In addition to the Saturday night dance on the pier pavilion on the Saturday prior to Labor Day attract many since thousands of folks will journey hither from New Orleans and elsewhere in view of the fact that Monday is a holiday.

The gentlemen of Clermont Harbor are intense in the exercise of their endeavors to put the bathing review over in big shape and there is every indication, even at this early day, to believe they will succeed beyond the most sanguine expectations.

CITY ELECTION DAY SATURDAY, OCTOBER 8.

As Saturday, October 8 gradually approaches, candidates for city office grow less timid and are coming out in the open and waging a passive but active campaign. Each week the local newspaper brings out more names of candidates formally announcing, and again this week it is certain will not be the exception. However, there will be more later, several candidates stating they were going to announce within the next two or three weeks. This is done, no doubt, not to congest the newspaper front page and further to announce at a time nearer to the election. But in due time, all candidates will have filed his formal candidacy with the press. That is the accepted and best way to get it to the people. The printed words always carry.

Due to a state ruling the present mayor and two city commissioners have held office for five years instead of the four called for in the city commission form of government in practice in Bay St. Louis. This is the first time that Bay St. Louis has used the commission form and in keeping with several other cities of the state, it was decreed that election should conform to the same years and in order to meet the requirement Bay St. Louis officers had to hold over an additional year. New officers will take office in January, 1933.

FISHING FROM SEAWALL ALONG WAVELAND BEACH.

It is no uncommon sight to see people sitting along Waveland seawall "steps" with line and pole and catching trout on the very edge of the water where it laps and washes against the concrete. This is unusual and no one remembers hooking fish at a point adjacent to the shore. This affords an added diversion and attraction to our summer visitors and is of easy access. This makes for its popularity. Women and children need no longer the necessity of going out into the deep when catches of the finny tribe may be had at so easy range and of such accessibility.

Mr. Rand of beach and Coleman avenue vicinity reports quite a catch and this is of frequent occurrence. Others report likewise success. Let's go! Waveland beach for catching fish!

SIX HUNDRED ORPHANS TO VISIT BAY ST. LOUIS.

Under auspices of Knights of Columbus at New Orleans six hundred orphans from that city will travel to Bay St. Louis Sunday morning and spend the day here in picnic pastime on the lawn and premises of St. Stanislaus college, accompanied by members of the organization, nuns and layity. It will be remembered the orphans visited here last summer and our people turned out to meet the visitors and extend them not only a most cordial welcome but everything possible to assist the party and to make the day happier for the orphaned children was done. This year Bay St. Louis will do likewise. Owners of automobiles and others with such facilities that might make for a better time will voluntarily come forward and lend whatever hand possible.

ANOTHER DOLLAR EXCURSION TO NEW ORLEANS.

Sunday, August 28, residents of the Gulf Coast section will have another opportunity of visiting New Orleans at a fare of one dollar, round trip, over the L. & N. route. Tickets are good going on trains No. 3 and 9. Returning on trains No. 10 and No. 2, same day.

Last Monday excursions to the Crescent City under same conditions as to price and trains was liberally patronized, many taking advantage of "thor" in the big city, but it is expected people have more leisure to travel and visit on Sunday and this round trip for one dollar will be more than ordinarily patronized. The Wednesday excursion from New Orleans to the Gulf Coast continues to show worth while patronage.

Hancock County Insurance Agency

FIRE TORNADO AUTOMOBILE LIFE

INSURANCE

IN ALL ITS BRANCHES

Let Us Take Care of Your Needs

A. A. Scaffide, Agent. Phone 108, Hancock County Bank

CASUALTY BONDS FIDELITY JUDICIARY

WITH THE STATE PRESS.

SENATOR Pat Harrison of Mississippi "tells the world" of Hoover inefficiency.

The Mississippi charges the administration with "waiting two long years" after the economic collapse to present a legislative program to meet the situation.

All of which is true. Hoover proves a dismal failure.

When the break first came, Mr. Hoover denied existence of collapse.

At five separate intervals following the disaster, Mr. Hoover solemnly assured the country that the worst was over; that "we have turned the corner"; that "prosperity is now at hand."

Mr. Hoover has proven himself either entirely incapable of knowledge of the situation or given over to outright falsehood.

Either way, the president is entitled to no measure of respect.

As a matter of fact, we sometimes wonder if Hoover really can respect himself.

Mr. Hoover knows and all the country knows that no matter how strong the criticism or how damning the accusation—

The worst that can be said of Hoover seems in main quite true.—Meridian Star.

INTELLIGENT PUSH ESSENTIAL.

"NO open door to the temple of success."

Everyone must make his opening for himself.

Don't whine—go to work!

Burman wrote his pilgrim's Progress in a prison cell.

Emmerson was too poor to buy a "nickel" book.

David Livingston slaved as a cotton factory hand in Glasgow.

Franklin was only five feet tall; the sickly Pope but four feet six.

Oliver Goldsmith was once arrested for inability to pay his taxes.

Dickens wrote his best when "broke."

Napoleon was an epileptic; Keats a cripple.

Moses was a stammerer; Milton and Parkman were blind.

Both Woodrow Wilson and Lloyd George were sons of "half-starved" country preachers.

Theodore Roosevelt was a weakling.

Franklin Roosevelt for years was paralyzed.

Now he's our booming president: "Soft snaps" nurture to heroes.

We grow only as we strive.

The first step in conquering the world lies in the mastery of the smaller sphere within ourselves—

Life is what we make it—

Less in the measure of our natural endowments than in the use we make of our God given gifts.

"No open door to the temple of success."

The lock "gives" only as we work and strive—

And dare and hope and PUSH.

—Meridian Star.

THE TAXLESS TOWN.

P. A. NORWOOD is a Mayor of some renown, for he is the executive of the taxless town of Gainsville, Ala. What is Gainsville gain is the tax eater's loss. For nearly four years there has been a holiday on taxation. And now comes the announcement that during the sweltering days between now and autumn the 400 citizens will be delivered ice free. The people of other municipalities who read this news will think there is some catch in it, but Mayor Norwood furnishes the assurance there is not. He says the city has a cash balance with no debt of any kind, current or bonded. When you read this you naturally expect to


expected people have more leisure to travel and visit on Sunday and this round trip for one dollar will be more than ordinarily patronized. The Wednesday excursion from New Orleans to the Gulf Coast continues to show worth while patronage.

AN OBSERVER EXPRESSES A LOCAL CONDITION.

An observer of local affairs the other day stated that he noted where property had been destroyed by fire about the city the past year or two in no instances had the owner rebuilt, even though in each and every instance these losses were respectively covered by insurance.

"This is unusual," he said, "Other years immediately following a fire, where there was insurance the owners invariably rebuilt, and always either or along larger proportion. Taxes then were such as to allow the owner to own property at a reasonable profit, but today because of the all-round excessive taxation no one replaces or rebuilds. And you cannot blame anyone. You and I would possibly do the same. The ravages of high taxation, even though I'll admit it is necessary to balance the budget, cannot be overestimated."

COMMERCIAL



Business Thrives on Credit

YOUR BANK account is your reference when applying for credit with which to carry on your business. Bank at a reliable bank, where your financial welfare is their concern, and whose name, as your bank, will serve as your efficient backer where credit is required. Investigate our commercial accounts and see the many advantages this bank offers you as a business man.

Accounts Invited

Merchants Bank & Trust Co.

SAVE



To Make Dreams Come True

THE simplest way we can say why banking your money is advisable is this: The more you save the more you have, the more money you have saved the more your desires and dreams can be fulfilled. That is why we say, save to make your dreams come true. It is the surest way. Start today.

PEOPLES Building & Loan Association

GEO. R. REA, Sec'y. Masonic Temple, Bay St. Louis, Miss.

hear an alarm clock ringing and some one shouting it's time to get up, but the Mayor of taxless town insists that the collection of street taxes and fines is more than sufficient for the town's expenses. He says further, "the secret of our success is that we spend our money wisely—we have no grafter or politicians." This well nigh miraculous institution of government has thus far been safe. But is it an altogether wise thing to tempt its Elysian purity by giving publicity thereto? How long can it continue unsoiled and unscathed?—Sardis, Miss., Southern Reporter.

HEARING A BIRD.

Each time I hear the bird, Singing his note, Something in me has stirred, My thought to float.

Such miracle of song, From liquid throat, Could but to Joy belong, On which to doat.

A gem in Nature's world, Wedded to Love; Some dream sweetly unfurled, Waited above.

O! Bird, so airy, light, Sing through the day; When light puts sun to flight, Still head thy lay.

—REXFORD J. LINCOLN, Bay St. Louis, Miss., Aug. 15, 1932.

Knows His Jane

Commander—"Now, suppose you are on your post one dark night. Suddenly a person appears from behind and wraps two strong arms around you so that you can't use your rifle. What will you call then?" Cadet—"Let go, Honey."—Illinois Siren.

FAT MAN REDUCES 53 POUNDS—OH BOY!

Don't be stubborn, you big fat men—throw off your fat before your fat throws you into the discard. Do as Mr. S. A. Lanier of Sawtelle, Calif., did—read this letter:

"I have used two reducing belts to no benefit but since using Kruschen Salts each morning in my coffee I have taken off 7 lbs. in a week and eat most anything I like...I weighed 243 lbs. 6 months ago and now I weigh 190 lbs.

Take a one half teaspoonful of Kruschen Salts in a glass of hot water every morning—cut down on fatty meats, potatoes and sweets—now you know the safe way to lose unsightly fat.

For thrilling sum you can get a jar of Kruschen Salts that lasts 4 weeks at any drugstore in the world—but be sure and get Kruschen—your health comes first.

County News

By R. H. BRYSON,
(County Agent)

THE STRAWBERRY AS A MONEY CROP

Of course, no one knows just what market conditions will be for food products from the Mississippi Gulf Coast in the market centers of the North and East next spring, but with reports from many industrial centers announcing reopening of factories, putting thousands of men back to work, the outlook, at this time, is more encouraging than at any time since the autumn of 1929.

The strawberry is a commodity largely consumed by that class of people who are not affected by hard times—those who have an assured income, however, the laboring man enjoys this delicious delicacy when his income will permit, and with the improved outlook for many of the thousands of men who have been unemployed for the past two years or more to get back to work, conditions look favorable for the Gulf Coast farmers who will produce something for the early spring market.

With only a small percent of the land area of Hancock county in cultivatable acreage is so largely divided that strawberry growing could be engaged in and become a producer of considerable cash income in early spring.

If there is sufficient acreage planted to strawberries in this county to justify the organization of a local co-operative marketing association, an attempt will be made to perfect such an organization, but in the event there is not enough acreage planted to produce car-lots daily all during the season, arrangements through near-by organizations can be made to handle the output. And if we should have a favorable upturn in business conditions over the country, and berry growers receive a satisfactory return for their crop, there should be an increased interest in berry growing next year and develop car-lot shipments from this point.

Since the soil offers the best source for cash income to the farmer through the production of crops for the markets, whether the crops be in the nature of grazing for livestock, vegetables, or berries for shipment to Northern markets, the opportunities are here in abundance if we will only wake up to our advantages over other sections of the county.

The strawberry or the livestock industry is not going to look after itself, and since these two enterprises offer, possibly, the greatest agricultural development for this section, every farmer preacher business man and common laborer of the county should be vitally interested. Your co-operation and constructive criticism is solicited.

WE CAN RAISE MORE CATTLE PROFITABLY

(A few interesting facts discovered by U. S. Coastal Experiment Station McNeill, Miss.)

"Certain inherent advantages of heavy rainfall, long growing season and mild winters with an abundance of native grasses made this section probably the only section in the world where a grazing industry grew up under the virgin forest and long before the timber was cut it was known as the cow country of Mississippi.

Range land with the timber removed and with native grasses only, will carry one cow on from 5 to 10 acres during a growing season of nine months or more, which is a

rather high rate of grazing compared with sections which do not have a heavy rainfall.

"Improved pastures of carpet grass, lespedeza and hop clover on good land will carry one head or more per acre, and on average land will carry about one head to two acres which should be considered excellent in any section of this country. The spring calves graded up from native cattle at the McNeill Station, last year, came off pasture weighing 425 pounds November 11. The rate of grazing was about one cow to 2 acres.

"Steers turned on lespedeza pasture June 1st showed a gain of 227 pounds per head by November 11th when grazed at the rate of one head per acre. Such gains are very good for any pasture.

"Yields of sorghum for silage at the rate of ten to twenty tons per acre have been consistently made for a long period of years and this crop is a sure one for the production of winter feed. The trench silo, which cost nothing but unskilled labor to dig it, keeps this silage perfectly and since it is only necessary to feed for a short period during the winter, the winter feed production is very simple and inexpensive matter.

"The cattle require no winter shelter whatever in the way of buildings, and the breeding herd belonging to the Experiment Station has never been under a barn in their lifetime. Cattle generally are free from disease since tick eradication and T. B. is almost unknown.

"Mr. E. W. Sheets' Chief of the Animal Husbandry Division at Washington who has long been familiar with beef cattle production in the South, recently stated that the longleaf area offered less risk and as certain a chance for profitable returns from cattle ranching as any other section of the country."

The above copied from a letter written by S. W. Greene, Director of McNeill Experiment Station February 16th.

NAMES OF PECAN GROWERS WANTED

With a view of assisting in finding markets for pecans produced in Hancock county, I would like to have the names of all growers who will have 200 pounds or more of nuts to market this fall. To all those who send in their names, please give an estimate as to number of pounds you will have to offer, and state variety.

Side Quit Hurting, Got Stronger, Well; CARDUI Helped Her

Mrs. R. L. West, of Huntsville, Ala., writes: "I was weak and run-down. I had a pain in my side, and I kept losing weight. I grow nervous over my condition—this was unusual for me, for I am very cheerful when I am well and don't easily get nervous. I know I ought to take something. My aunt told me I ought to try Cardui, which I did. I began to feel better. I kept it up until I had taken three or four bottles. My side quit hurting and I was soon feeling strong and well." Cardui is sold at drug stores here.

Drink Yourself to Health! BUCKHEAD CRYSTALS

One package makes 15 gallons of Mineral Water. You will find this marvelous mineral water far superior to any man-made drug. Highly beneficial for rheumatism, diabetes, kidney and bladder trouble, stomach disorders, bad complexion, excess acidity, constipation. Use this product of Mother Nature and note how well you will feel.

\$1.50 a Package

at Drugstores Grocery Stores or direct from—

ABE COHEN
WOODVILLE, MISS.

PROFESSIONAL CARDS

A. L. EVANS
CERTIFIED PUBLIC
ACCOUNTANT
606 National Bank of Gulfport Bldg.
Gulfport, Mississippi.

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DR. J. A. EVANS,
Dentist.
—HOURS: 9 to 12, 1:30 to 6.
Hancock County Bank Building.
TELEPHONE NO. 34.

DR. W. S. SPEER
Chiropractor
OFFICE AND RESIDENCE 227 MAIN ST.
EXPERT MANIPULATIVE
THERAPY

ROBERT L. GENIN
ATTORNEY AND COUNSELLOR
AT LAW.
Practice in All Courts.
BAY ST. LOUIS, MISS.

GEX & GEX
ATTORNEYS AT LAW.
Merchants Bank Building,
BAY ST. LOUIS, MISS.

BOGALUSA MILLS WORKING DOUBLE TIME ON ORDERS

Night Crew Put On to Meet Increased Demand For Products—Improvement Noted

Bogalusa indications that is an upturn in business was reported this week when it became necessary for the plant of the Union Bag and Paper Company to work a night shift to take care of the big increase in orders.

Orders are reported to be pouring in and there is every indication that this plant will run night and day for the next few weeks.

Orders are on the increase at the Bogalusa Paper Company, but the prices are reported unsatisfactory. Sufficient orders have been received to run full day and night shifts all this week, and several orders are on hand for next week.

If there is an improvement in the price of kraft paper and container board, and the orders continue to pour in, the remainder of the year promises to be a busy period at the plant of the Bogalusa Paper Company.

A. C. Long, Jr., sales director of the Great Southern Lumber Company, expects the lumber market to show improvement within the next few days.

THE ECHO'S COOKING CLASS

(For The Sea Coast Echo)

Tarte Recipes

Potato Chocolate Tarte

1 cup butter
½ cup cream
2 cups sugar
1 cup potatoes, boiled and rined
1 cup almonds, grated
1 cup grated chocolate
¼ teaspoon cinnamon
The yolks of 4 eggs
1½ cups sifted flour
1 teaspoon vanilla
The grated rind of 1 lemon
2 teaspoons baking powder
4 cups whites, beaten
Cream the butter, add the sugar gradually and mix well, add the yolks of the eggs, one at the time and the rest of the ingredients, adding the beaten whites last. Bake in a moderate oven for 1 hour. Frost with any desired chocolate frosting and sprinkle the top with grated almonds.

Nut and Fig Tarte

Separate 8 eggs, beat the yolks with 1 cup sugar until light, add ½ lb. almonds grated, 2 heaping teaspoons bread crumbs and the grated rind and juice of 1 lemon. Fold in lightly the beaten egg whites and 2 teaspoons flour sifted with ½ teaspoon baking powder. Bake for 1 hour in moderate oven. Cool the cake and cut crosswise through the center into layers and put in a glass of crabapple or raspberry jelly and 1 cup chopped nuts—walnuts preferred. Frost with 2 cups confectioners sugar, 2 tablespoons butter. Spread the mixture which must be very smooth over the tops and sides. Decorate the top with half walnuts and slices of figs.

Pineapple Tarte

Line a pie tin with inch pie crust. Put the following mixture in the crust and bake until done; the beaten whites of 2 eggs, ¼ lb. sugar, ¼ lb. almonds grated. Then mix 1 cup of sugar with 1 can pineapple; spread on top first with the whites of 3 eggs and 3 tablespoons of sugar or whipped cream. Bake in a round tin making the crust about 2 inches high.

Sand Tarte

One cup butter, 6 eggs, 2 cups powdered sugar, 2 cups flour, 2 teaspoons baking powder, ¼ cup milk. Mix well together and add lastly the beaten whites of 6 eggs. When the cake is done, cover with whipped cream.

Fairy Tarte

½ lb. powdered sugar, 2½ lbs. almonds, a few bitter almonds, ½ lb. dates, 5 eggs separated, 2 teaspoons baking powder. Blanch the almonds and chop fine adding a few drops of rose water. Wash and rub dates to a smooth paste. Beat the yolk of 1 egg and stir in a little of the date pulp and some sugar. Continue until the egg yolks, dates and sugar are mixed. Stir vigorously. Add the almonds and beaten whites of the eggs. Bake in a well greased floured pan in a moderate oven. When cool cut in 2 layers. Spread with whipped cream flavored with ¼ teaspoon each of rose water and vanilla. Sprinkle the top generously with powdered sugar and ground almonds.

The Gulf Coast Military academy announced its administration and faculty staff for its 21st annual term which opens September 7.

Endless Chain

Father (at son's twenty-first birthday party): "You are of age now and you ought to help me a little." Son: "Yes, dad, what can I do for you?" Father: "You might pay the last three installments on your baby perambulator." Exchange.

Essolube

OIL REPLACES "STANDARD" MOTOR OIL

Hydrofining, developed by Standard Oil scientists, is an advanced process which makes the hydrogenation of motor oil commercially possible at the price of ordinary motor oils. Briefly, the process of making hydrofined ESSOLUBE consists of mixing a high grade crude oil fraction with pure hydrogen gas compressed to 3500 pounds per square inch.

This mixture is fed into a fired coil of pipes where it is heated to an extremely high temperature—800 degrees Fahrenheit. It is then passed into a reaction chamber where, in the presence of a secret "catalyst" or "transforming agent," the oil molecules are ripped apart, the hydrogen reacts and changes the basic chemical structure of the oil. The mixture

is then cooled, and whatever hydrogen or other gas is present is removed.

The partly finished oil is run into stills where, under vacuum, the gasoline and gasolene are removed and the lubricating oil divided into several "cuts." Each cut is then de-waxed and treated to insure stability and remove any remaining impurities.

Since the oil is subjected to high temperatures and enormous pressure during the manufacture, only the parts of the oil that can withstand these conditions—many times more severe than occur in any automobile engine—are left for ESSOLUBE.

This insures an oil that will stand up under severe operation more perfectly than any motor oil ever before produced.

STANDARD OIL COMPANY

INCORPORATED IN KENTUCKY

LIONEL BARRYMORE AS FIGHTING SENATOR IN "THE WASHINGTON MASQUERADE"

Karen Morley and Nils Asther Also Featured in Powerful Drama of National Lobbyist Racket Based on Henry Bernstein Play, "The Claw."

"The Washington Masquerade," a drama concerned with the lobbyist racket in the national capital with Lionel Barrymore in a dominant role as a senator who falls victim to a woman's wiles, is the attraction coming to the A. & G. Theatre, Sunday and Monday. The picture is based on the Henry Bernstein play, "The Claw," in which Barrymore scored one of his greatest stage performances. It was adapted to the screen by John Meehan and the noted political writer Samuel G. Blythe, and was directed by Charles Brabin who filmed "The Beast of the City" and "The Wet Parade."

Portrays Political Leader

The plot of "The Washington Masquerade" deals with a senator who becomes a national power and a leader in the fight for public ownership of utilities. The vested interests set a woman to "vamp" him. After he marries her she tricks him into being the tool of the lobbyists. Disillusionment comes, the dramatic climax occurring in the Senate chambers, where Barrymore in an impassioned speech tears asunder the structure of "inside" politics.

As the political leader, Barrymore is said to have a role which gives him even greater dramatic opportunities than did his brilliant portrayals of "A Free Soul" and "Grand Hotel." The important role of the woman who betrays him is filled by Karen Morley, who also played with Barrymore in "Arsene Lupin." Diane Sinclair, Philadelphia society girl, makes her screen debut in the production as Barrymore's daughter and the part of the "heavy" is played by Nils Asther, who recently scored in "Letty Lynton." Others in the cast are Reginald Barlow, William Collier, Sr., William Morris, Rafaela Attiano, C. Henry Gordon, Burton Churchill and Henry Kolker.

The Dramatic Highlights

Among the dramatic highlights of "The Washington Masquerade" are Barrymore's speech before the Senate his defiance of the political ma-

chine, the "hazing" on the floor of the Senate, Barrymore's disillusionment on learning the true character of the woman he has married, the spectacular President's reception, the official banquet and its dramatic denouement and the sensational fight before the Senate investigating committee.

LOVE IS BEST

If I possessed a palace
Of marble and of gold,
With every treasure in it
Its stately halls could hold.

If I had ample acres
I held within my hand,
With miles and miles to harvest
And riches all around,

If I could paint rare pictures,
Or bring sweet songs to birth,
If I could give to granite
A wonder and a worth,

If every key of knowledge
I held within my hand,
And every task I tried
Obeyed my clear command,

If failure fled before me
And every task I tried
Were crowned with noblest triumph
If I defied.

The thrill of fame and fortune,
The pride of place and power;
The tribute paid to talent,
Achievement in full flower.

The breath of spikenard broken
And poured in adoration,
Enchantments sung and spoken
By priests of every nation,

Not all of these together
Could charm me for a minute,
The palace made of marble
And every treasure in it,

If for this proud attaining,
I could not ever love you—
I'd scorn such gaudy gaining—
God only is above you.

—DAVID E. GUYTON,
Blue Mountain, Miss.

WITH THE MOVIES AND FILM FOLKS

Rin Tin Tin, world's most famous dog, who made millions for his owner, is dead at the age of fourteen years. He made his film debut in 1922 when slow motion camera recorded his jump to the unprecedented height of twelve feet. The dog was due to start on the first of four "all-star" pictures, scheduled for this year, and will be replaced by his son, two years old. He was owned by Lee Duncan, who found him in a front-line trench during the world war when only three or four days old. . . . John Gilbert and Virginia Bruce, his leading woman, were recently married. Miss Bruce 20, was having her first wedding. Gilbert, 35, was in his fourth. His other wives in order were Olivia Burwell, Leatrice Joy and Ina Claire. . . . Ruth Chatterton and George Brent were married immediately after Ralph Forbes secured a divorce from Miss Chatterton.

A. & G. THEATRE

Thursday, August 25.
ALEXANDER KIRKLAND, VIOLET HEMING & RALPH BELLAMY in "ALMOST MARRIED"

Saturday, August 27.
JAMES CAGNEY in "THE CROWD ROARS" And comedy.

Sunday & Monday, Aug. 28-29.
KAREN MORLEY in "THE WASHINGTON MASQUERADE" News and cartoon.

Tuesday-Wednesday, Aug. 30-31.
GEORGE BANCROFT in "LADY AND GENT" And comedy.

Thursday, Sept. 1.
BUSTER KEATON in "SPEAK EASILY"

Program subject to change without Notice.

HOLLYWOOD STARS NOW BUY HOMES AND NOT BONDS, STOCKS

Still Stick Faith to Real Estate—Best Investment After All Is Said and Done.

The "own your own home" fever is spreading among Hollywood film colonists, and those for whom hard times have had few woes are busy building, buying and breaking ground.

Not so long ago they were investing in bonds, queer looking automobiles, blocks of margin stocks and drive-in markets. The urge the past few months has been to sink it in a fireside. The result is expressed in structures ranging from hillside mansions to bungalows.

Irving Thalberg and Norma Shearer built a large French Provincial house atop a bluff overlooking the Pacific, and then said farewell to the landlord.

Marie Dressler, whose occasional illnesses recently have caused her studio no end of worry, joined the property owner class by purchasing the estate of the late King C. Gillette, "razor king," in Beverly Hills. It's a big brick place with plenty of flowers.

The Wallace Beery place in Beverly, razed by fire, has been rebuilt in Spanish style stucco. Joan Crawford and Douglas Fairbanks, Jr., re-modeled the bachelor girl house Joan occupied before her marriage.

Clark Gable's home that lacks a swimming pool already is the talk of Hollywood. It stands near the imposing home of Nils Asther built for Vivian Duncan and the little Asther. Maureen O'Sullivan recently moved into a Mexican style-hut, while Jean Harlow and her new husband, Paul Bern, have broken ground on a home in Beverly.

Anita Page, Leila Hyams and Polly Moran have beach homes. Walter Huston is building a summer place at Lake Arrowhead and Lewis Stone is starting a San Fernando valley farmhouse.

Not a Rare Case

"At the first thought Jack thought Edith a vision."
"And later?"
"His thoughts underwent revision."
—Boston Transcript.



The Jung Hotel

Eighteen Stories of Modern Hotel Luxury.
700 Rooms 700 Baths, 700 Servitors.
700 Ice Water Faucets, 700 Electric Ceiling Fans.

The only Hotel in New Orleans that has all of these conveniences in every room, without exception. Largest Free Parking Grounds in the South.

SUMMER RATES
\$2.00 & \$2.50

"You can live better at the Jung for less!"

